

**RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8888 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145


JULY, 98

**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

To:	RJR ACCOUNT #: #317880	CC:	A. ZECCA
	Ms. E. JONES	CC:	
	R. L. JONES & SONS		
FAX #:	(607) 776-1228		

PARTNERS PROMOTION REPORTING: **DOR\_SEPT\_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE	CASE	STATE	BRAND STYLE	NUMBER OF	#/CARTONS TO	#/SKUs (#545462)
12300-	SIZE	USE		CASES	PACK @ DISPLAY	DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	2	1 (ONE CTN)	60
25469	6M		DORAL MEN LT 100	2	1 (ONE CTN)	
25468	6M		DORAL 100	2	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	2	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$2,689.30	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
47	NO. OF DISPLAYS ON CUSTOMER LIST
\$112.00	PACKING PAYMENT (\$14.00 X 8 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
13	NUMBER OF EXTRA DISPLAYS

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98**.
  - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
  - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
  - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 5

DATE: 98-07-07

TIME: 01:07 PM

WHOLESALE : 317880 R.L.JONES & SONS, INC. <DIRECT>  
TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
TEMPLATE SEQ : 0919  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	2	NYS			(716)384-5632
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	2				(716)526-5522
162605	162228	762549	ON THE WAY	102 S MAIN ST	ELMIRA	NY	14904	2				(607)734-5200
162605	162225	763671	J'S TOBACCO ROAD	17 MAIN ST	PENN YAN	NY	14527	5	NYS		CIG	(315)536-7915
162605		697377	BROWNIE'S MINI MART	E. CORNING RD & G	CORNING	NY	14830	2				(607)937-9202
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	2				(315)536-6621
162605	162225	592020	BROWNIE'S MINI MART	845 ADDISON RD	PAINTED POST	NY	14870	2				(607)937-4159
162605	162228	684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	2				(607)739-2407
162605	162225	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	2				(607)936-4878
162605	162624	269708	FEDERAL HOLLOW MKT	9 S MAIN ST	RUSHVILLE	NY	14544	2				(716)554-3149
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3	NYS			(607)732-0130
162605	162225	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102		(607)962-5518
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	3				(607)583-4402
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	5				(607)324-0305
162606	162225	732132	HATFIELD'S CASH & C	113 GANSEVOORT ST	BATH	NY	14810	2				(607)776-2035
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	2				(607)583-4199
162606	162225	398329	EXPRESS FOODMART	17 N MAIN ST	ALFRED	NY	14802	1	NYS			(607)587-8443
162606	162225	269621	JONES SMOKE SHOP	16 W STEUBEN ST	BATH	NY	14810	5	NYS		CIG	(607)776-3552
162606	162225	544681	LAKEVIEW MINI MART	6748 ROUTE 415 SO	BATH	NY	14810	2	NYS			(607)776-4910

PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 47

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 47

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# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

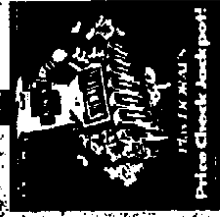
In store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

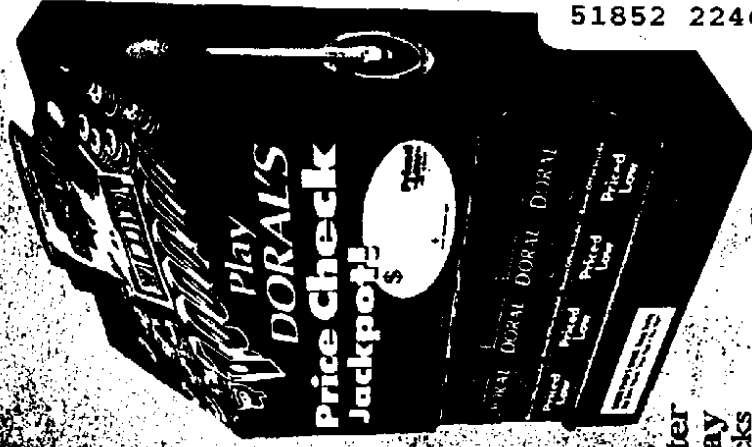
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card  
/Entry Forms



Wobbler



Counter  
Display  
(40 packs  
per display)

Additional Support Pieces:\*\*

Pack Outlet

Small Poster

Cigarette/Tobacco Store Outlet

Large Poster

Banner

Standee

\*Save numbers and a pricing pen will be included for you to price the materials.